

Advertising with The Racquet

The Student News Site at UW-L



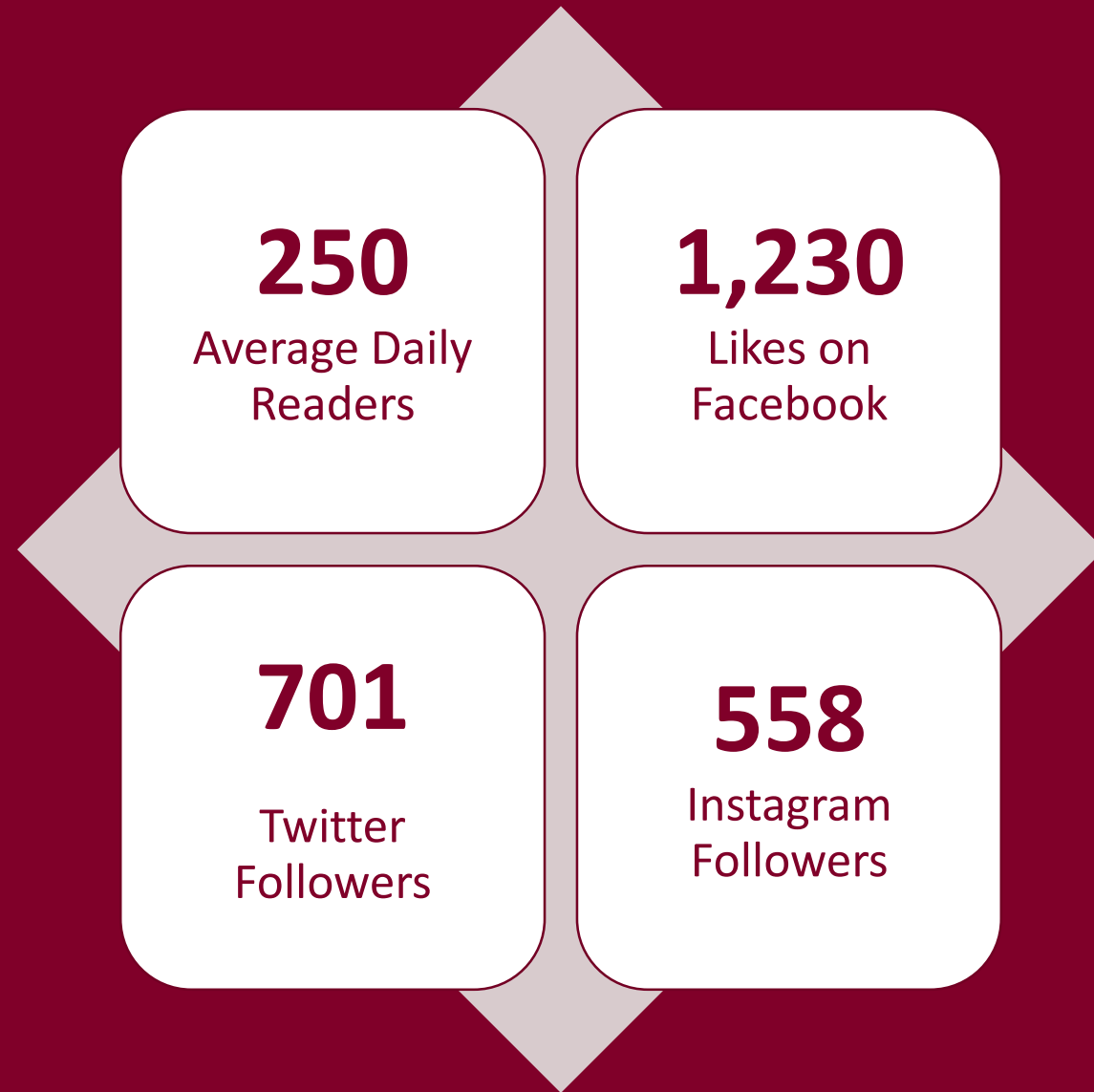
About *The Racquet*

- Official campus newspaper at UW-La Crosse since 1910
- Recently changed to completely online publication
- We target our news to cater directly to the interests and needs of UW-L students

Our Mission: To provide news and features unique to UW-L. We strive to inject facts and reason into the discussion at UW-L and to honor our role as a campus opinion leader by publicizing a diverse range of informed opinions. We are dedicated to honoring the commitment of our business partners and the student body's contribution.



Site Stats



Advertising Options

Home Top Center Square Ad

Home Top Right Square Ad

Home Top Left Square Ad

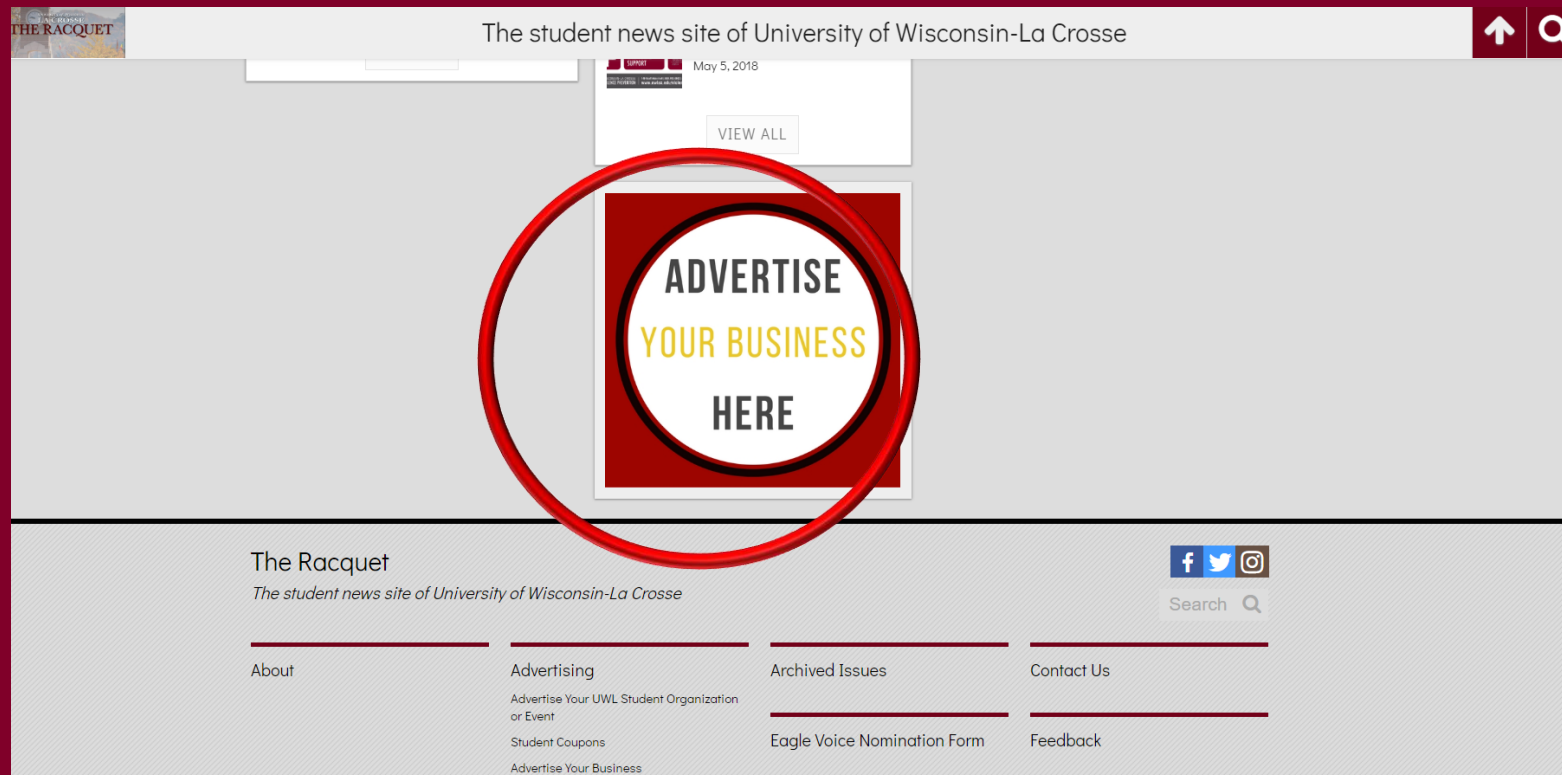
Home Top Wide Area Square Ad

News Story and Social Media



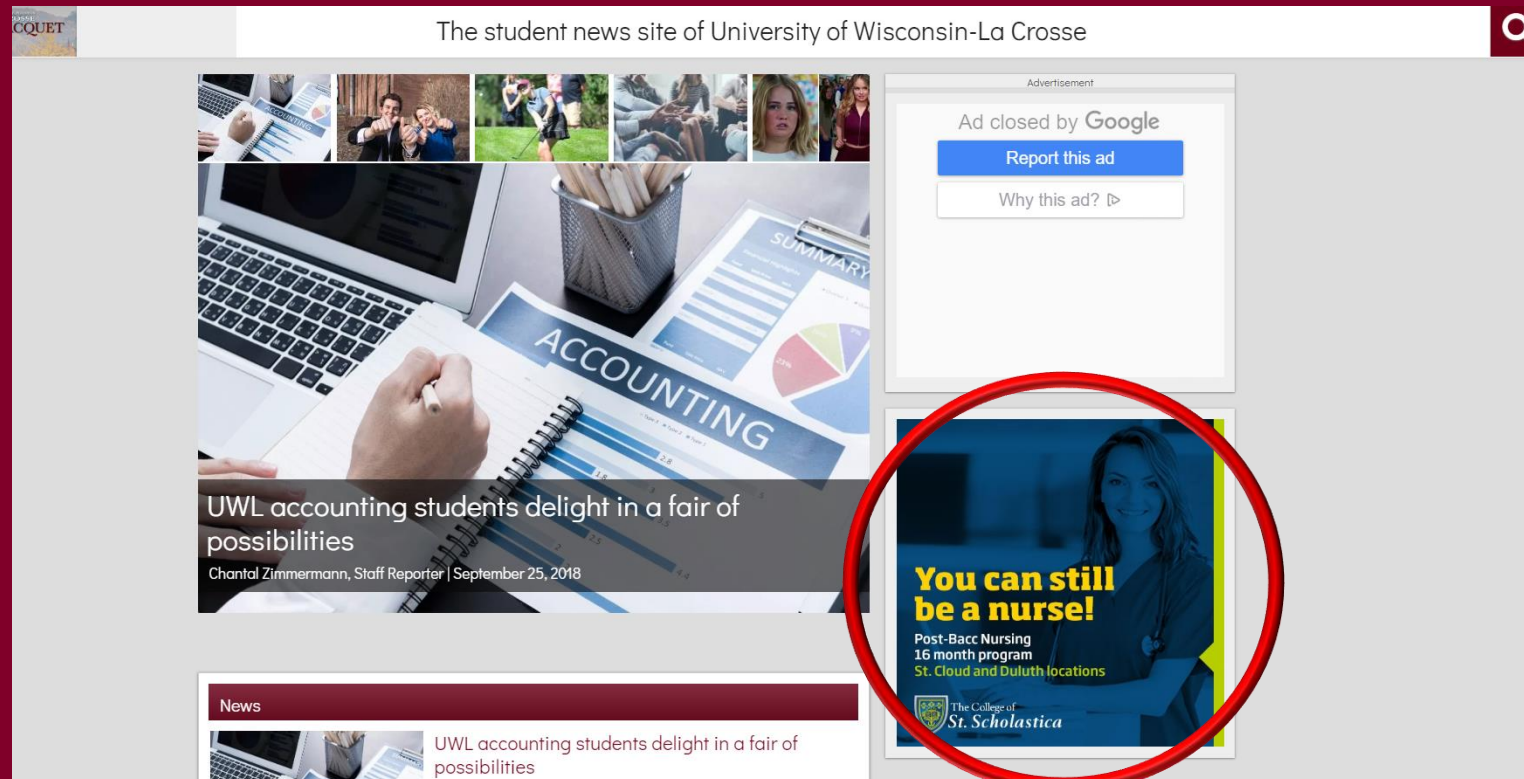
Home Top Center

- Homepage – Center column underneath Features
- 300 x 300
- \$100



Home Top Right

- Homepage – Right of main stories
- 300 x 300
- \$75



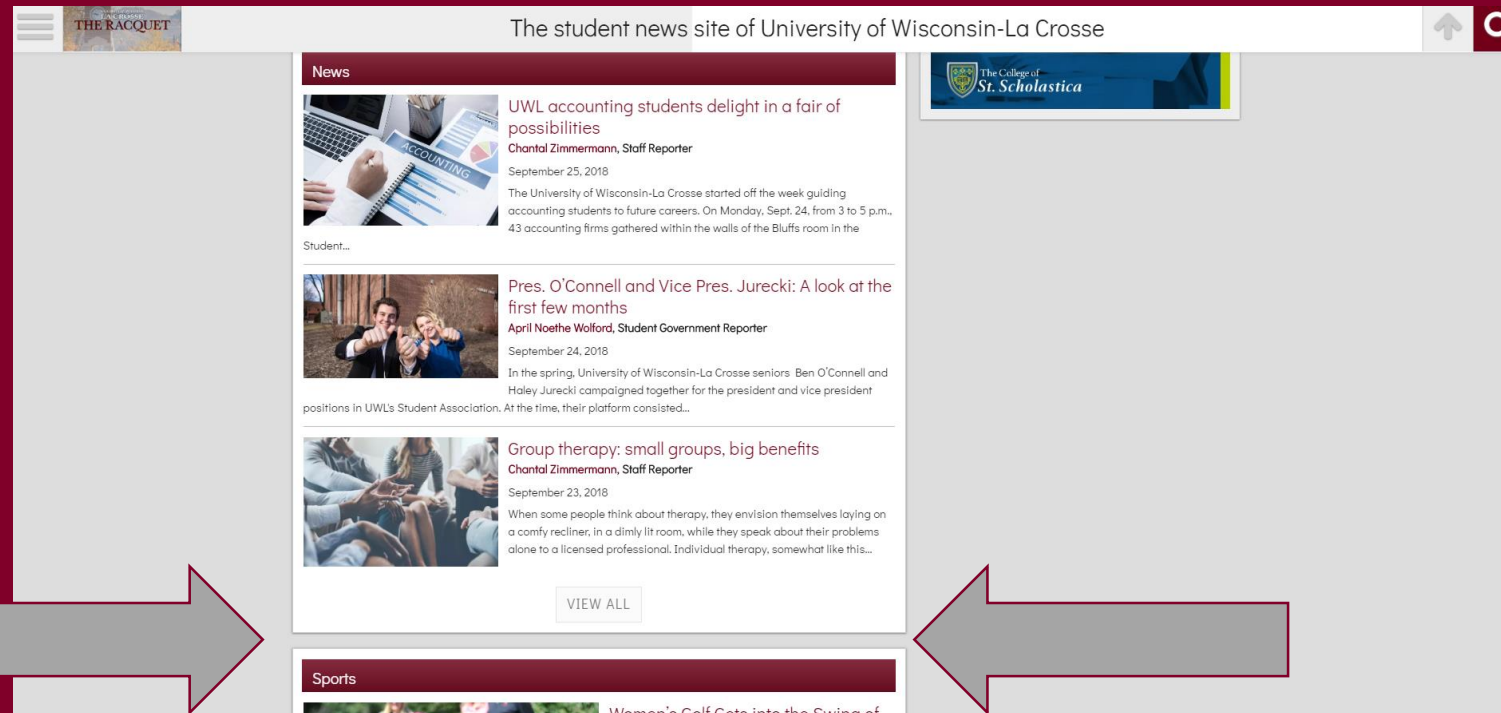
Home Top Left

- Homepage – left of main stories
- 300 x 300
- \$75



Home Top Wide Area

- Homepage – center column underneath rotating news stories
- 500 x 500
- \$125



News Story and Social Media

- Featured on rotating panel and formatted as a news story
- Shared on social media platforms
- \$150



Pricing

- Total ad prices = sum of Ad Type and Ad Length
- Prices are negotiable

Ad Length	Rate
1 Week	\$25
2 Weeks	\$45
3 Weeks	\$60
1 Month	\$70



Questions?

